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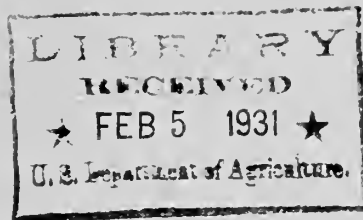
10-11
KELLOGG
SEED COMPANY

P.O. BOX 384

MILWAUKEE, WISCONSIN

Return Postage Guaranteed

Jan 29, 1931



SEC. 435 1/2, P. L. & R.

U. S. POSTAGE

1c PAID

Milwaukee, Wis.

Permit No. 409

RAINBOW
BRAND
SEEDS

MARKET QUOTATIONS
PLEASE RUSH

U. S. Dept. of Agriculture,
Bureau of Plant Industry,
Washington, D. C.



CERESAN

A Dust Disinfectant for Wheat, Oats, Barley and other Cereals.

| Sizes of Packages | Retail Price Per Package | Dealer Price | Packages Per Case |
|-------------------|--------------------------|----------------|-------------------|
| 1-lb. tin | .75 | 6.00 per doz. | 2 doz. |
| 5-lb. " | 3.00 | 24.00 " " | 1 1/2 " |
| 25-lb. pail | 12.50 | 10.00 per pkg. | 1 only |
| 100-lb. drum | 49.00 | 39.20 " " | 1 " |
| 300-lb. " | 144.00 | 115.20 " " | 1 " |

SEMESAN

A General Disinfectant for Vegetable and Flower Seeds or Bulbs, and Certain Plant Diseases.

| Sizes of Packages | Retail Price Per Package | Dealer Price | Packages Per Case |
|-------------------|--------------------------|------------------|-------------------|
| 2-oz. tin | \$.50 | \$ 4.00 per doz. | 3 doz. |
| 1-lb. " | 2.75 | 22.00 " " | 2 " |
| 5-lb. " | 13.00 | 104.00 " " | 1 1/2 " |
| 25-lb. pail | 56.25 | 45.00 per pkg. | 1 only |
| 100-lb. drum | 220.00 | 176.00 " " | 1 " |
| 300-lb. " | 645.00 | 516.00 " " | 1 " |

SEMESAN JR.

Prices in case lots broken cases 25% off list.

A Dust Disinfectant for Seed Corn.

| Sizes of Packages | Retail Price Per Package | Dealer Price | Packages Per Case |
|-------------------|--------------------------|------------------|-------------------|
| 4-oz. tin | \$.50 | \$ 4.00 per doz. | 3 doz. |
| 1-lb. " | 1.75 | 14.00 " " | 2 " |
| 5-lb. " | 8.00 | 64.00 " " | 1 1/2 " |
| 25-lb. pail | 31.25 | 25.00 per pkg. | 1 only |
| 100-lb. drum | 120.00 | 96.00 " " | 1 " |
| 300-lb. " | 345.00 | 276.00 " " | 1 " |

SEMESAN BEL

An Instantaneous Dip Disinfectant for Seed Potatoes.

| Sizes of Packages | Retail Price Per Package | Dealer Price | Packages Per Case |
|-------------------|--------------------------|------------------|-------------------|
| 4-oz. tin | \$.50 | \$ 4.00 per doz. | 3 doz. |
| 1-lb. " | 1.75 | 14.00 " " | 2 " |
| 5-lb. " | 8.00 | 64.00 " " | 1 1/2 " |
| 25-lb. pail | 31.25 | 25.00 per pkg. | 1 only |
| 100-lb. drum | 120.00 | 96.00 " " | 1 " |
| 300-lb. " | 345.00 | 276.00 " " | 1 " |

NU-GREEN

A Grass Disinfectant for Brown-Patch Prevention and Control

| Sizes of Packages | Retail Price Per Package | Dealer Price | Packages Per Case |
|-------------------|--------------------------|------------------|-------------------|
| 3-oz. tin | \$.50 | \$ 4.00 per doz. | 3 doz. |
| 1-lb. " | 2.00 | 16.00 " " | 2 " |
| 5-lb. " | 9.00 | 72.00 " " | 1 1/2 " |
| 25-lb. pail | 37.50 | 30.00 per pkg. | 1 only |
| 100-lb. drum | 145.00 | 116.00 " " | 1 " |
| 300-lb. " | 420.00 | 336.00 " " | 1 " |

F W KELLOGG
PRESIDENT
W.H.CROSSLAND
VICE PRESIDENT
C H.BAERWALD
SECRETARY

KELLOGG SEED COMPANY

P.O. BOX 384

186-194 FLORIDA STREET
TELEPHONE BROADWAY 4160
CABLE ADDRESS
"KELLOGG-MILWAUKEE"

MILWAUKEE, WISCONSIN

TO RAINBO SEED DEALERS

Things are looking mighty good for Rainbo Seed Dealers this season. We say this after studying the situation thoroughly. We sincerely believe that if you study your territory you will agree that prospects for a good seed business are better than in several years.

The severe drought of the past summer is responsible for this condition in two ways: First; it greatly reduced the production of many varieties of agricultural seed. Second; killed a very large percentage of last spring's seedlings which will have to be reseeded this spring. This means a larger seeding demand will have to be supplied from stocks below normal. Hay is selling at record prices - pound for pound it is worth more than mill feed. This is unusual. The hay crop will have to be restored to normal and this means an increased demand for seeds.

The Crop Improvement Associations and Departments of Agriculture will urge farmers to plant more clover, grass and forage seed this spring. "More Legumes and Grasses - less Grain" will be the slogan for the 1931 spring season. This will mean more seed business for Rainbo Dealers.

The Rainbo Radio Schedule begins February 2nd. For the fifth consecutive year THE RAINBO SEED MAN will give interesting and instructive talks on important farm problems. These Radio Programs are broadcast in the interest of Rainbo Seed Dealers and the users of Rainbo Seeds. Every Day (excepting Saturdays and Sundays) for eleven weeks from Station WTMJ Milwaukee at 12:20 P.M. Tell your customers about the Rainbo Programs and listen to them yourself.

Inside of this folder is the new price list for Rainbo Brand Seeds. We suggest that you order at once in anticipation of a bigger demand than last year.

You know that Rainbo Brand seeds are dependable and that they are selected especially for the climate of Wisconsin and adjoining territory. As in years past, Rainbo Brand seeds are carefully cleaned and tested for purity and germination.

Remember that the Kellogg Seed Company is still at the same location in Milwaukee - located near you for first class service and prompt delivery. We will be glad to hear from you as soon as possible.

Yours for a Prosperous Season,

KELLOGG SEED COMPANY.

FIELD & GRASS SEEDS

**RAINBO
BRAND
SEEDS**



Phone Broadway 4160

P. O. Box 384

322 E. Florida St.

Same Location but a
new Street number.

Kellogg Seed Company

MILWAUKEE, WISCONSIN



DEPENDABLE SEEDS

We quote today subject to market change.

Prices F. O. B. Milwaukee, Wis.

Terms Net Cash

January 29th, 1931

Timothy

| | Per 100 lbs. |
|----------------|--------------|
| RAINBO | 10.25 |
| Mountain | 10.10 |

Timothy & Alsike

| | Per 100 lbs. |
|------------------------|--------------|
| About 15% Alsike | 10.50 |
| About 25% Alsike | 11.50 |
| About 50% Alsike | 14.00 |

Medium Red Clover

| Wisconsin Grown. U. S. Verified Origin | |
|--|--------------|
| | Per 100 lbs. |
| RAINBO | 27.50 |
| Mountain | 26.50 |
| Valley | 25.50 |

Mammoth Clover

| Wisconsin Grown | |
|-----------------|--------------|
| | Per 100 lbs. |
| RAINBO | 28.00 |

Alsike Clover

| | Per 100 lbs. |
|----------------|--------------|
| RAINBO | 24.75 |
| Mountain | 23.75 |

SPECIALS

| | |
|---------------------------------|-------|
| RAINBO contains about 8% White | 21.50 |
| RAINBO contains about 15% White | 18.50 |

White Clover

| | Per 100 lbs. |
|-------------------------------|----------------|
| RAINBO | 42.00 |
| Mountain | 38.00 |
| Valley | 36.00 |
| Mixed - Suitable for Mixtures | 25.00 to 30.00 |

GRIMM ALFALFA

Per 100 lbs.

Idaho Grown

| State Sealed and Certified | |
|----------------------------|-------|
| RAINBO—Blue Label | 35.00 |
| Red Label | 33.00 |
| 60 Lb. Bags | |

Montana Grown

| State Sealed and Certified | |
|----------------------------|-------|
| RAINBO—Blue Label | 35.00 |
| Red Label | 33.00 |

BLACKFOOT BRAND

Idaho Grown

| State Sealed and Certified | |
|----------------------------|-------|
| Blue Label | 36.00 |
| Red Label | 33.50 |
| 30 Lb. and 60 Lb. Bags. | |

COMMON ALFALFA

Kansas Grown

| U. S. Verified Origin | |
|-----------------------|-------|
| RAINBO | 22.00 |

Utah Grown

| U. S. Verified Origin | |
|-----------------------|-------|
| RAINBO | 24.00 |

Idaho Grown

| U. S. Verified Origin | |
|-----------------------|-------|
| RAINBO | 24.50 |

South Dakota Grown

| U. S. Verified Origin | |
|-----------------------|-------|
| RAINBO | 26.00 |

Montana Grown

| | |
|--|-------|
| RAINBO | 26.00 |
| 60 Lb. Bags - Sealed by Wis. Dept. of Agriculture and Markets. | |

CANADIAN VARIEGATED ALFALFA

| U. S. Verified Origin | |
|-------------------------|---------------|
| RAINBO | Ask for price |
| 60 Lb. and 150 Lb. Bags | |

WISCONSIN GROWN ALFALFA

| U. S. Verified Origin | |
|--------------------------|---------------|
| RAINBO | Ask for price |
| 60 Lb. and 150 Lb. Bags. | |

All of our Common and Grimm Alfalfa is either State Sealed or U. S. Verified as to Origin.

TUNE IN!

WTMJ. MILWAUKEE
Daily at 12.20 P. M.
(Excepting Saturday and Sunday)

THE RAINBO SEEDMAN
WILL DISCUSS INTERESTING
AND IMPORTANT FARM
QUESTIONS

SWEET CLOVER

White Blossom Sweet Clover

| | Per 100 lbs. |
|----------------|--------------|
| RAINBO | 9.50 |
| Mountain | 9.00 |

Yellow Blossom Sweet Clover

| | |
|--------------|------|
| RAINBO | 9.75 |
|--------------|------|

Grundy County White Blossom Sweet Clover

| | |
|--------------|------|
| RAINBO | 9.50 |
|--------------|------|

Alborea Sweet Clover

| | |
|--------------------|-------|
| RAINBO Brand | 11.00 |
|--------------------|-------|

Hubam Sweet Clover

| | |
|--------------------|-------|
| RAINBO Brand | 18.00 |
|--------------------|-------|



This new and improved Inoculator is applied to the seed dry.

Convenient
Clean
Effective

| | Dealer Cost | Retails for |
|--|-------------|-------------|
| No. 1 Alfalfa Sweet Clover (1 bu. size enough for 60 lbs.) | .35 | .50 |
| No. 2 Clovers (1 bu. size enough for 60 lbs.) | .35 | .50 |
| No. 6 Soy Beans (2 bu. size enough for 120 lbs.) | .35 | .50 |
| \$8.40 per case of 24 cans. | | |

RAINBO BRAND SEEDS

RAINBO SEED GRAINS

| | Per Bu. |
|----------------------------|---------|
| RAINBO Marquis Wheat..... | 1.25 |
| RAINBO Progress Wheat..... | 1.30 |
| RAINBO Macaroni Wheat..... | 1.40 |
| RAINBO Spring Rye..... | 1.25 |

Oats

| | |
|------------------------------------|-----|
| RAINBO Swedish Type Oats..... | .70 |
| RAINBO White Cross Oats..... | .70 |
| RAINBO Yellow Kherson Oats..... | .55 |
| RAINBO Wisconsin No. 7 Oats.... | .70 |
| RAINBO Wis. No. 7. Certified Oats. | .55 |
| RAINBO Wisconsin No. 1. Oats.... | .80 |
| RAINBO White Kherson Oats..... | .70 |

Barley

| | |
|-----------------------------------|------|
| RAINBO Oderbrucker 6 Rowed | .85 |
| RAINBO Wisconsin Pedigree..... | .90 |
| RAINBO Wisconsin No. 37 Certified | 1.20 |
| RAINBO Wisconsin No. 38 Certified | 1.50 |

Speltz

| | Per 100 lbs. |
|-------------|--------------|
| RAINBO..... | 2.00 |

Buckwheat

| | |
|------------------------|--|
| RAINBO Japanese..... | |
| RAINBO Silverhull..... | |

Winter Vetch

| | |
|-------------|--|
| RAINBO..... | |
|-------------|--|

Peas

| | |
|----------------------------------|------|
| RAINBO Canadian Field Peas..... | 3.75 |
| Mountain Canadian Field Peas.... | 3.50 |
| RAINBO Green Peas..... | 4.50 |
| RAINBO Scotch Peas..... | 4.00 |

Soy Beans

| | |
|--------------------------------|------|
| RAINBO Manchu..... | 3.00 |
| RAINBO Ito. San..... | 3.25 |
| RAINBO Black Eye Brow..... | 3.25 |
| RAINBO Midwest..... | 3.25 |
| RAINBO Early Black Wilson..... | 4.50 |

Millet

| | |
|-----------------------|--|
| RAINBO Common..... | |
| RAINBO German..... | |
| RAINBO Siberian..... | |
| RAINBO Hungarian..... | |
| RAINBO Japanese..... | |

Amber Cane For Fodder

| | |
|-------------|--|
| RAINBO..... | |
|-------------|--|



DISINFECTANTS

For further information see page 4.



the original
Soil Inoculator

Alfalfa, Sweet Clover, Soys, Clovers, Peas, Beans, Vetch, Cowpeas—all legumes. The 1 bu. size will inoculate one bu. or sixty pounds of any legume seed. Other sizes in proportion.

| Wholesale | Retail | Prices reduced on Soys and Cow Peas |
|----------------------|--------|-------------------------------------|
| 1/4 bu. size. \$.30 | \$.40 | Wholesale Retail |
| 1/2 bu. " .45 | .60 | 1/2 bu. size. \$.30 \$.40 |
| 1 bu. " .70 | 1.00 | 1 bu. " .50 .70 |
| 5 bu. " 3.35 | 4.75 | 5 bu. " 1.75 2.50 |

Always state kind of seed-legumes only

GRASSES

Kentucky Blue Grass

| | Per 100 lbs |
|---------------|-------------|
| RAINBO..... | 37.00 |
| Mountain..... | 36.00 |

Canadian Blue Grass

| | |
|-------------|-------|
| RAINBO..... | 30.00 |
|-------------|-------|

Fancy Red Top

| | |
|----------------------|-------|
| RAINBO..... | 25.50 |
| Mountain..... | 24.50 |
| Unhulled Fancy..... | 15.00 |
| Unhulled Choice..... | 11.00 |

Rough Stalked Meadow Grass

| | |
|---------------------------------|-------|
| RAINBO..... | 40.00 |
| Excellent for shady conditions. | |

Rye Grass (Imported)

| | |
|----------------------------|-------|
| RAINBO Italian..... | 11.75 |
| RAINBO Perennial..... | 11.00 |
| RAINBO Pacey's..... | 12.00 |
| RAINBO American Grown..... | 7.25 |

Mixed Bent Grass

| | |
|----------------------------------|--------|
| RAINBO Genuine South German | |
| Grown..... | 80.00 |
| Astoria Bent Grass, State Sealed | 135.00 |

Orchard Grass

| | |
|-------------|-------|
| RAINBO..... | 18.50 |
|-------------|-------|

Meadow Fescue

| | |
|-------------|-------|
| RAINBO..... | 12.50 |
|-------------|-------|

Chewings Fescue

| | |
|-------------|-------|
| RAINBO..... | 37.00 |
|-------------|-------|

Hard Fescue

| | |
|-------------|-------|
| RAINBO..... | 26.00 |
|-------------|-------|

Sheeps Fescue

| | |
|-------------|-------|
| RAINBO..... | 26.00 |
|-------------|-------|

SUDAN GRASS

| | Per 100 lbs. |
|-------------|--------------|
| RAINBO..... | 7.75 |



LAWN GRASS IN 100 LB. SACKS

| | Per 100 lbs. |
|----------------------|--------------|
| RAINBO..... | 30.00 |
| Wisconsin Parks..... | 23.00 |
| RAINBO—for Shade.... | 31.00 |

Rainbo Lawn Seed in Cartons

| | Per 100 lbs. |
|---------------------------------------|--------------|
| 5 Lb. (9 to a case)..... | 31.00 |
| 1 Lb. (24 & 50 to a case)..... | 32.00 |
| 1 Lb. Shade Grass (24 & 50 to a case) | 33.00 |
| 5 lb. Shade Grass (9 to a case) | 32.00 |

White Clover Seed

RAINBO Packed Conveniently for Counter Trade.

| | Per 100 lbs. |
|---------------------------------|--------------|
| One Pound Boxes (25 to a case) | 43.00 |
| Half Pound Boxes (50 to a case) | 43.50 |

Blue Mound Lawn Seed

| | Per 100 lbs. |
|-----------------------------------|--------------|
| in 5 lb. and 10 lb. Cloth Bags. | |
| 1 lb. Carton (50 to a case)..... | 20.00 |
| 5 lb. Bags 10 to bundle..... | 18.50 |
| 10 lb. Bags 5 to bundle..... | 18.50 |
| Bulk 50 lb. and 100 lb. Bags..... | 17.50 |
| Shade Grass, Bulk..... | 25.00 |

Golf Mixtures

| | Per 100 lbs. |
|---------------------------|--------------|
| RAINBO Fair Green..... | Ask for |
| RAINBO Putting Green..... | Prices |

FLAX

Flax—For Seed

| | Per 100 lbs. |
|-------------------------|--------------|
| RAINBO..... | 4.50 |
| Dwarf Essex Rape | |
| Holland Grown | |
| RAINBO..... | 5.25 |

ROOT SEEDS

Mangel Wurzel

| | Per 100 lbs |
|-----------------------|-------------|
| Mammoth Long Red..... | 24.00 |
| Golden Tankard..... | 24.00 |
| Giant Half Sugar..... | 24.00 |

Rutabaga

| | |
|--------------------------|-------|
| American Purple Top..... | 30.00 |
|--------------------------|-------|

Turnip

| | |
|-----------------------------|-------|
| Long White Cowhorn..... | 27.00 |
| Purple Top Strap Leaf..... | 23.00 |
| Purple Top White Globe..... | 27.00 |

POULTRY FEEDS

In 100 lb. bags

Crushed Oyster Shell

| | Per 100 lbs. |
|-------------|--------------|
| RAINBO..... | .90 |

Mica Spar Grit—All Sizes

| | |
|-------------------------|-----|
| RAINBO—Ton lots..... | .90 |
| Smaller Quantities..... | .95 |

Charcoal

| | Per 100 lbs. |
|-------------------|--------------|
| Poultry Size..... | 1.75 |
| Chick Size..... | 1.75 |
| Pulverized..... | 1.85 |

FERTILIZERS

Per 125 lb. Bag

| | |
|----------------|------|
| Bone Meal..... | 3.75 |
|----------------|------|

SULPHATE OF AMMONIA

| | Per sack |
|-------------------|----------|
| 5 lb. sacks..... | .75 |
| 25 lb. sacks..... | 2.75 |

BIRD SEED

| | Per 100 lbs. |
|-----------------------|--------------|
| Sunflower, Fancy..... | 5.50 |
| Canary..... | 7.25 |
| Hemp..... | 4.00 |
| Bird Rape..... | 6.50 |
| Large Rape..... | 5.75 |

VIGORO

Specially prepared plant food

For Lawns, Gardens, Shrubby and Trees

| | Wholesale | Retail |
|------------------|-----------|--------|
| 100 lb. Bag..... | 3.50 | 5.00 |
| 50 lb. Bag..... | 2.00 | 3.00 |
| 25 lb. Bag..... | 1.15 | 1.75 |
| 5 lb. Bag..... | .33 | .50 |
| (14 Per Case) | | |
| 12 oz. Box..... | .06 | .10 |
| (36 Per Case) | | |

Delivered to your city on orders of 500 lbs. or over.

Special Grass Mixtures

For Air Ports, Golf Courses and Public Parks

Ask for Prices

KELLOGG SEED COMPANY

MILWAUKEE, WIS.



PLANTERS' REFERENCE

Pounds to Sow Per Acre

| KIND | Pounds per Acre | Lbs. per Bu. |
|-----------------------------------|--------------------|-----------------|
| Alfalfa, broadcast..... | 18-22 | 60 |
| Alfalfa, drills..... | 12-15 | 60 |
| Barley..... | 96-120 | 48 |
| Beans, Soy, broadcast..... | 60-80 | 60 |
| Beans, Soy, drills..... | 30-45 | 60 |
| Beans, Soy, with corn..... | 50-60 | 60 |
| Blue Grass, Kentucky..... | 25-28 | 14 |
| Blue Grass, Canada..... | 25-28 | 14 |
| Buckwheat..... | 45-60 | 52 |
| Cane, broadcast..... | 50-70 | 50 |
| Cane, drills..... | 10-15 | 50 |
| Clover, Alsike..... | 8-12 | 60 |
| Clover, Medium..... | 10-15 | 60 |
| Clover, Mammoth..... | 10-15 | 60 |
| Clover, Sweet hulled..... | 12-15 | 60 |
| Clover, Sweet unhulled..... | 20-30 | 30 |
| Clover, White..... | 4-8 | 60 |
| Corn..... | 8-12 | 56 |
| Sweet Corn..... | 12 | |
| Fescue, Meadow..... | 15-25 | 24 |
| Fescue, Chewings..... | 25-28 | 14 |
| Flax..... | 28 | 56 |
| | Depending on | Depends on |
| Lawn Grass..... | Conditions | Quality |
| Milletts, for hay..... | 45-50 | 50 |
| Milletts, for seed..... | 30-40 | 50 |
| Millet, Japanese..... | 12-15 | 30 |
| Oats..... | 64-76 | 32 |
| Peas, Canada Field—broadcast.... | 120-150 | 60 |
| Peas, Canada Field—with grain.... | 75-90 | 60 |
| Rape, broadcast..... | 8-10 | 50 |
| Rape, in drills..... | 5-6 | 50 |
| Red Top, Solid seed..... | 7-12 | 14 |
| Red Top, unhulled..... | 10-15 | 14 |
| Rye, Winter..... | 84-112 | 56 |
| Rye, Spring..... | 56-84 | 56 |
| Speltz..... | 62-100 | 48 |
| Sudan Grass, broadcast..... | 15-25 | 50 |
| Sudan Grass, in drills..... | 4-8 | 50 |
| Sunflower..... | 8-10 | 24 |
| Timothy..... | 10-12 | 45 |
| Timothy and Alsike..... | 8-10 | 45 |
| Vetch, Hairy or Winter..... | 50-125 | 50 |
| Wheat..... | 90-120 | 60 |

KELLOGG
SEED COMPANY
MILWAUKEE, WISCONSIN